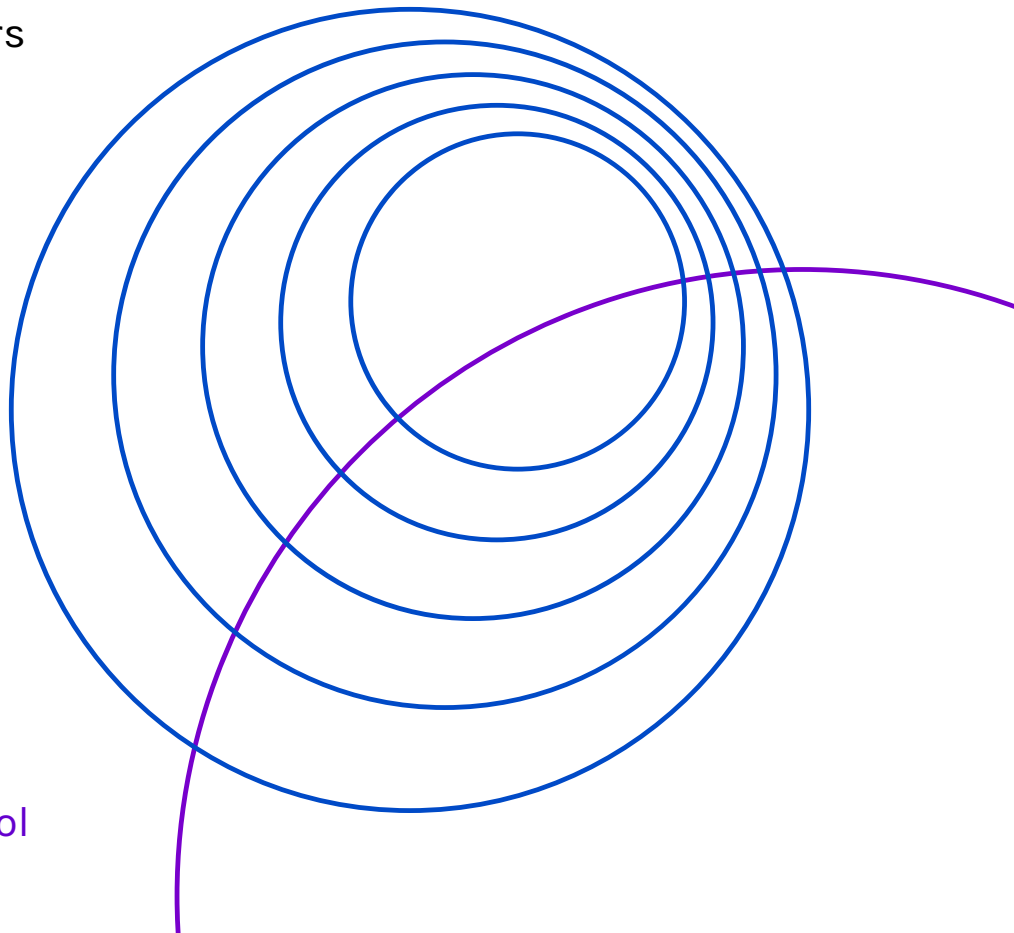


INNOVATION SCHOOL

Learn how to validate your innovative solutions and product ideas.

23-26 July 2024

Optica Global Headquarters
Washington, DC



Welcome to the Innovation School

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Agenda – Monday, 22 July 2024

17:00 – 19:00 Check-in at Optica, 2010 Massachusetts Ave, NW
Meet & Greet Reception. Vote on Pitches.

Agenda – Tuesday, 23 July 2024

08:00 – 08:45	Breakfast, Optica
09:00 – 10:00	Craig Arnold , <i>Princeton University, USA</i>
10:15 – 12:00	Recognizing Original Ideas; Tools for Innovation
12:00 – 13:00	Lunch
13:00 – 18:00	Team Formation; Lean Canvas Model; Conducting Customer Discovery
18:00 – 20:00	Dinner & Activity

Agenda – Wednesday, 24 July 2024

08:00 – 09:00	Breakfast, Optica
09:00 – 9:45	Lenore McMackin , <i>Aurora Innovations, USA</i>
09:45 – 10:00	Break
10:00 – 12:00	Customer Discovery (Part 2) & Gathering Evidence
12:00 – 13:00	Working Lunch
13:00 – 17:00	Pivoting Your Concept & First Practice Pitches/Feedback
17:00 – 18:00	Caroline Boudoux , <i>Castor Optics, Canada</i>
18:00 – 20:00	Dinner

Agenda – Thursday, 25 July 2024

07:30 – 09:00	Working Breakfast, Optica
09:00 – 10:00	Mark Lourie , <i>formerly at Coherent Corp, USA</i>
10:00 – 10:15	Break
10:15 – 12:00	MVP's and Prototypes
12:00 – 15:30	Team Focus & Working Lunch
15:30 – 17:00	Team Pitches and Critiques
17:00 – 19:00	Team Focus & Working Dinner
17:00 – 18:20	Graphic Design Sessions (20m per group)
19:00 – 22:00	Optional Team Focus

Agenda – Friday, 26 July 2024

07:30 – 09:00	Working Breakfast
09:00 – 09:30	Best Practices for the Perfect Pitch
09:30 – 12:00	Final Pitch Preparation
12:00 – 13:30	Final Pitches and Judging (Lunch Available)
13:30 – 14:00	Rick Plympton , <i>Optimax, USA</i>
14:30 – 15:00	And the winners are...
15:00 – 17:00	Canapés & Congratulations

Facilitator



Eric Koester

*Adjunct Professor, Georgetown University
Founder and CEO, Manuscripts*

He has spent much of his career building companies, working with entrepreneurs and writing and teaching around topics of customer discovery, lean, entrepreneurship and innovation. Eric is currently the founder of Main Street Genome, a new technology startup developing tools for the small business economy. Previously, Eric was a co-founder of Zaarly, a marketplace to locate local small businesses and service providers, named by Fast Company as one of the Fifty Most Innovative Companies in the World. He was also an executive at Appature Inc., a cloud-based relationship marketing software company acquired by IMS in 2013; a founder of Learn that Name, acquired by Blackberry in 2010; and a founder/manager of other companies in the environmental consultancy and web development sectors. Eric was recently named one of Washington DC's "40 under 40" and has written several books on startups and technology, including *The Green Entrepreneur Handbook* (CRC Press 2011) and *Starting a High Tech Business Venture* (Taylor & Francis 2010). Eric also devotes considerable time to building the startup community, including as a board member of UP Global and Startup Weekend and the DC co-chair of Enstitute. Eric began his entrepreneurial career as a corporate securities attorney at Cooley LLP, focusing on high-growth startups, venture funds, private equity and technology companies.

Read his full story here:

<https://erickoester.com/>

Speakers



Craig Arnold

Vice Dean of Innovation and Susan Dod Brown Professor of Mechanical and Aerospace Engineering, Princeton University

As vice dean for innovation, Craig B. Arnold leads the Princeton Innovation initiative and oversees the University's efforts to grow Princeton's culture of innovation across disciplines. The role aims to strengthen the University's capacity to engage with entrepreneurs, alumni, industry, technology investors and other potential partners. The vice dean for innovation works closely with offices across campus and within the Office of the Dean for Research, including the Office of Technology Licensing, Corporate Engagement and Foundation Relations, and the Princeton Entrepreneurship Council.

Arnold is Princeton's Susan Dod Brown Professor of Mechanical and Aerospace Engineering. He has served since 2015 as the director of the Princeton Institute of Materials. He leads a vibrant research program that ranges from basic science to applied technology aimed at developing a deeper understanding of materials synthesis and processing in areas including advanced manufacturing, energy storage and conversion, and optics and photonics.

In 2017, Arnold received an Edison Patent Award from the Research & Development Council of New Jersey for the creation of an adjustable lens that focuses light in response to sound waves. The tunable acoustic gradient (TAG) lens is now used in many industrial and research applications including robotics, machine vision, industrial metrology and ultra-high precision microscopy.



Speakers



Caroline Boudoux

Co-Founder & Co-President, Castor Optics, Canada & Polytechnique Montreal, Canada

Caroline Boudoux is a Professor of Engineering Physics at Polytechnique Montréal, Canada, with appointments as a researcher at Ste-Justine Hospital, University of Montréal's Biomedical Engineering Institute, and Quebec's Center for Optics, Photonics, and Lasers (COPL). She completed a BAsC in Engineering Physics at Université Laval, a PhD within the Harvard-MIT Division of Health Sciences and Technology (with Brett E. Bouma and Guillermo J. Tearney), and a postdoctoral fellowship at École Polytechnique de Paris (with Emmanuel Beaurepaire and Manuel Joffre).

Boudoux is recognized for her contributions to the field of biomedical optics, notably the design and application of novel fiber optics assemblies for endoscopic applications involving optical coherence tomography and confocal endomicroscopy. She received one of Canada's University Faculty Awards in 2008, was named Quebec's Star Researcher in 2011, and obtained a Fulbright Award as a Visiting Scientist at Stanford in 2015. She is also known for her contributions to teaching. In 2017, she published *Fundamentals of Biomedical Optics*, a complete introductory textbook on the physics of photon-tissue interactions and the design of imaging instruments exploiting these interactions. Since, she has taught in numerous summer schools (in Mexico, Ireland, and the UK) and, of course, to students at Polytechnique, which presented her with the 2022 Excellence in Teaching Award. She has trained more than 35 graduate students and postdocs—most of whom shared their work through Optica meetings or publications.



Speakers



Mark Lourie

formerly at Coherent Corp., USA

Mark Lourie has 30 years of work experience covering a wide variety of roles, including product marketing, product management, business development, account management, brand development, sales operations, investor relations and corporate communications. Mark currently provides consulting services in marketing to private biomedical technology companies in the Boston area, focusing on ophthalmic electrophysiology and imaging diagnostic systems. Mark was previously Global Vice President, Corporate Communications & Brand Development at Coherent Corp. In this role, Mark led the rebranding of II-VI Incorporated to Coherent Corp., after II-VI's acquisition of Coherent, Inc. in 2021, forming a company with \$5 billion in revenue. Mark joined II-VI Incorporated in 2011, as part II-VI's acquisition of Aegis Lightwave. Mark joined Aegis Lightwave in 2001 as employee number ten, eventually becoming VP of Sales, Marketing & Product Management and helping the startup reach profitability in 2008. Prior to this, Mark held roles at Corning and Lucent Technologies. Mark holds a B.S. in Engineering Physics from Wentworth Institute of Technology and an M.S. in Electrical Engineering from the University of Southern California.



Speakers



Lenore McMackin

Senior Optical Engineer, Aurora Innovations

Lenore McMackin specializes in leading the development of products, processes and technology for venture funded startup companies. She has held senior roles in display, opto-electronic and semiconductor industries for over 15 years demonstrating expert technical vision, building interdisciplinary teams and effectively interacting at all corporate levels from customers, to engineers, C-level executives, board members and investors.

Lenore has 25 years of basic and applied research experience. She has been awarded millions of dollars in research grants and has over 40 technical publications. She is a Fellow of Optica and has served on the board of directors.



Rick Plympton

CEO, Optimax Systems, USA

Rick Plympton is the CEO of Optimax, a precision optics manufacturer in Ontario, NY. He has provided leadership and vision over the past 25 years to help grow Optimax from a small start-up to America's largest precision optics manufacturer.

He is actively involved in supporting regional workforce development and the optics industry.



Mentors



Olivia Wheeler-Williams

Ultrafast Laser Optics Engineer, Edmund Optics, USA

Ultrafast optical engineer with application experience in ultrafast spectroscopy and microscopy. 2023 Innovation School group leader and rockstar presenter.



Sushant Kumar

Photonect Interconnect Solutions, USA

PhD Student at The Institute of Optics, University of Rochester. CoFounder of Photonect Interconnect Solutions-- a Luminate Accelerator participant. 2022 Innovation School attendee and driven start-up leader.





Jesu Kiran Spurgen
Consultant, TMC, Belgium

An optical researcher at imec and a consultant at TMC, with experience in developing system models for life-science applications. 2023 Innovation School group leader for the winning team: BananaScan.



Judges



Abbie Watnik
Optical Physics Branch Head, US Naval Research Laboratory,
USA



Mark Lourie
Formerly at Coherent Corp., USA



Christian Reimer

Co-Founder and Chief Architect, HyperLight, USA



2024 Attendees



Gabrielle Accioly
Universidade Federal
de Pernambuco,
Brazil



Subham Adak
Friedrich-Schiller-
Universität Jena,
Germany



Syed Ahmad
King Abdullah
University of Science
and Technology,
Saudi Arabia



Kevin Arl
Corning, USA



Mikaeel Dindar
University of the
Witwatersrand,
South Africa



Margherita Favali
Politecnico di
Milano, Italy



Julian Fischer
Time and Frequency
Laboratory,
Switzerland



Ali Godoy Campos
Universidad de
Santiago de Chile,
Chile





Carina Gutierrez
Corning, Mexico



**Mohamad
Hossein Idjadi**
Nokia Bell Labs, USA



Ernest Iriogbe
Gulf Bridge
International, Nigeria



Sabaa Khan
Multimedia
University of Kenya,
Kenya



Przemyslaw Kups
Corning, Poland



Paulina Listewnik
Carrier Fire &
Security Polska,
Poland



David McFadden
Friedrich Schiller
University, Jena,
Germany



Abu Mohsin
BRAC University,
Bangladesh



Alice Pacchiarotti
University of Modena
and Reggio Emilia,
Italy



Jani Patrakka
Tampere University,
Finland





Astrid Rahmawati
Osaka Institute of
Technology, Japan



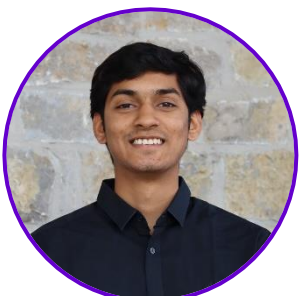
Shima Rajabali
Harvard University,
USA



Malley Richardson
The University of
British Columbia,
Canada



**Jorge Arturo Rojas
Santana**
Tecnologico de
Monterrey, Mexico



Rahul Sanghvi
Friedrich-Schiller-
Universität Jena,
Germany



**Alessandro
Santilli**
University of Modena
and Reggio Emilia,
Italy



Komal Sharma
CSIR-CSIO
Chandigarh, India



Bimbo Solanke
United Nations,
Nigeria



**Reman Shoaib
Soomro**
Mehran University of
Engineering &
Technology, Pakistan



Jieliyue Sun
Brown University,
USA





Michal Suplewski

Politechnika
Gdanska, Poland



Marta Szczerska

Gdansk Univeristy of
Technology, Poland



Lisa Tondelli

University of Modena
and Reggio Emilia,
Italy



Pilar Urizar

2EyesVision, Spain



Zuzanna

Wiwatowska
Corning, Poland



Poonam Yadav

The NorthCap
University, India



Aravindkumar

Yelashetty
Indian Institute of
Science, India



Nare Zakaryan

Russian-Armenian
University, Armenia



Artem Zhutov

University of Waterloo,
Canada



Anti-Harassment Policy and Code of Conduct

Optica is committed to providing an environment that is conducive to the free and robust exchange of scientific ideas. This environment requires that all participants be treated with equal consideration and respect. While Optica encourages vigorous debate of ideas, personal attacks create an environment in which people feel threatened or intimidated. This is not productive and does not advance the cause of science. All participants in Optica and Optica-managed events and activities are therefore expected to conduct themselves professionally and respectfully.

It is the policy of Optica that all forms of bullying, discrimination and harassment, sexual or otherwise, are prohibited in any Optica or Optica-managed events or activities. This policy applies to every individual at the event, whether attendee, speaker, exhibitor, award recipient, staff, contractor or other. It is also a violation of this policy to retaliate against an individual for reporting bullying, discrimination or harassment or to intentionally file a false report of bullying, discrimination or harassment.

Bullying, discrimination and harassment of any sort by someone in a position of power, prestige or authority is particularly harmful since those of lower status or rank may be hesitant to express their objections or discomfort out of fear of retaliation.

Optica may take any disciplinary action it deems appropriate if, after a thorough investigation, it finds a violation occurred.

For complete policy information visit optica.org/CodeOfConduct.

If you wish to report bullying, discrimination, or harassment you have witnessed or experienced, you may do so through the following methods:

- Use the online portal optica.org/IncidentReport
- Email codeofconduct@optica.org